

CAMPARI GROUP

EN

PRESS RELEASE

Campari Group enters the Dutch market to directly distribute its brand portfolio.

Campari Group, one of the fastest growing global spirits companies and the undisputed leader in the aperitif category, fortifies its presence in The Netherlands.

Breda, 10.04.2026 – On October 1st, 2026, Campari Benelux will officially enter the Dutch market directly through its Dutch Branch, Campari Benelux – The Netherlands Branch. This Dutch branch will further develop Campari Benelux’s activity in this market with the aim of strengthening its relationship with local customers and taking over distribution operations from its long-standing distribution partner A Brand New Day.

Campari Benelux through its dedicated Dutch Branch will start to directly distribute Campari Group products in The Netherlands including Aperol, Campari, Crodino, Courvoisier, Ouzo and Grand Marnier, among many other brands of Campari Group. The Netherlands represents a key market for Campari Group and the Europe region, given the prospects and possibilities the country offers as one of the most vibrant, trend-driven and socially engaged markets in Europe, where the aperitif culture continue to evolve and expand. Indeed, the investment in The Netherlands aims at further strengthening the Group’s development and supports its positioning as a leading player in the industry.

Since their introduction in the Netherlands, our iconic aperitif brands — Campari, Aperol and Crodino — have quickly captured the hearts of Dutch consumers. Their growing popularity continues to drive strong sales as consumers increasingly choose our brands to elevate their favourite shared moments.

Patrick Piana, Managing Director Europe, pointed out: *"The creation of Campari Benelux – The Netherlands Branch is a strategic choice for the Europe region, in the context of continued growth and investment in markets that have achieved upward economic results, like The Netherlands. Our goal is to strengthen the Group’s position in a market where we see significant growth potential for our portfolio."*

Building on this, **Dominique Ruffieux, Managing Director of Campari Benelux**, added: *"I would also like to thank our partners, A Brand New Day, who have managed Campari Group’s brands to date and have played a key role in their success, as well as in establishing strong and trusting relationships with both consumers and clients."*

Carlo van Overveld, Managing Director of A Brand New Day, says: *"A Brand New Day successfully contributed to develop Campari Group brands in the Dutch market, guiding them from early-stage brands to established brands in their categories. Iconic brands such as Aperol, Campari and Crodino have grown into strong and recognisable names within their respective segments. We are proud of what we have built with these brands in the Netherlands, and we look with great pride at the partnership and collaboration we have had with Campari since 2012, which has led to such remarkable success in our industry"*.

CAMPARI GROUP

Over the coming months, both organisations will work closely together to ensure a smooth and carefully managed transition. The goal is to ensure that retailers, hospitality partners and consumers in the Netherlands will continue to enjoy the brands from the Campari Group portfolio without disruption.

Official start will be on 1 October 2026, when Campari Benelux – The Netherlands Branch will take over the marketing and distribution of its key brands in the Dutch market in full. Until then, business will continue as normal from the current distributor, A Brand New Day.

-END-

About Campari Group

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spanning across aperitifs, including iconic brands like Aperol and Campari, agave spirits such as Espolòn tequila, whiskeys and rum with Wild Turkey and Appleton Estate, as well as cognac and champagne including Courvoisier and Grand Marnier. Founded in 1860, Campari Group is one of the fastest growing global spirits companies and the undisputed leader in the aperitif category. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. Headquartered in Milan, Italy, Campari Group operates via 24 production sites worldwide and its own distribution network in 27 countries. Campari Group employs approximately 4,800 people. The shares of the parent company Davide Campari-Milano N.V. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com/en>. Please enjoy our brands responsibly.

FOR FURTHER INFORMATION:

Burson

Ties Lambermont

+31 (0)6 8360 7943

ties.lambermont@bursonglobal.com